CONTINUOUS ONLINE AUCTION SYSTEM AND METHOD

Abstract of the Disclosure

A continuous online auction system and method enabling the auctioning of products. An online product auction system comprises an auction center having a

5   microprocessor operably connected to a storage media. The online product auction system also includes a product receive module configured to execute in the auction center. The product receive module is further configured to receive a set of product data for a first product to be auctioned wherein the product data includes one or more seller parameters. The online product auction system further includes a seller proxy module configured to

10   execute in the auction center. The seller proxy module is configured to modify one or more seller parameters for the product based upon one or more auction parameters for the first product.

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